

## WE CLAIM:

1. A method for communicating an advertisement to a mobile station, said method comprising:

- 5 detecting a registration of the mobile station with a base station;  
initiating a user preferred schedule for transmitting  
advertisements to the mobile station subsequent to a detection of the  
registration; and  
transmitting the advertisement to the mobile station in  
accordance with the user preferred schedule.

10

2. The method of claim 1, further comprising:  
verifying a reception of the advertisement by the mobile station  
in response to a reception of a responsive command from the mobile station  
that indicates a reception of the advertisement by the mobile station.

15

3. The method of claim 1, further comprising:  
rewarding a user of the mobile station in response to a  
responsive command from the mobile station that indicates a reception of the  
advertisement by the mobile station.

20

4. The method of claim 1, further comprising:  
establishing a communication link between the mobile station  
and a telecommunication device associated with an advertiser represented in  
the advertisement in response to a reception of a contact command indicating  
25 a desire of a user of the mobile station for an establishment of the  
communication link.

5. The method of claim 4, further comprising:  
rewarding a user of the mobile station when an establishment of  
the communication link results in a purchase of a good or a service from the  
advertiser.

5

6. The method of claim 1, further comprising:  
providing a credit to an account of the user of the mobile station  
when transmitting the advertisement to the mobile station.

10

7. The method of claim 1, further comprising:  
determining a location of the mobile station; and  
matching a location of an advertiser represented in the  
advertisement with the location of the mobile station.

15

8. The method of claim 1, further comprising:  
determining a first service area of the base station;  
determining a second service area of any potential handoff base  
station; and  
matching a location of an advertiser represented in the  
advertisement with the first service area or the second service area.

20

9. The method of claim 1, further comprising:  
retrieving a user profile corresponding to the mobile station; and  
matching a good or a service represented in the advertisement  
with the user profile.

25

10. The method of claim 1, further comprising:  
compiling a list of advertisements previously transmitted to  
mobile station prior to transmitting the advertisement to the mobile station,  
wherein the advertisement is transmitted to the mobile station  
5 when the advertisement is absent from the list of advertisements.

11. A method for communicating an advertisement to a mobile  
station, said method comprising:  
transmitting an advertisement to the mobile station subsequent  
10 to a registration of the mobile station with a base station; and,  
verifying a reception of the advertisement by the mobile station  
in response to a reception of a responsive command from the mobile station  
that indicates the reception of the advertisement by the mobile station.

12. The method of claim 11, further comprising:  
rewarding a user of the mobile station in response to the  
responsive command.

13. The method of claim 11, further comprising:  
20 establishing a communication link between the mobile station  
and a telecommunication device associated with an advertiser represented in  
the advertisement in response to the responsive command.

14. The method of claim 11, further comprising:  
25 rewarding a user of the mobile station when an establishment of  
the communication link results in a purchase of a good or a service from the  
advertiser.

15. A system, comprising:  
a mobile station operable to register with a base station; and  
a computer operable to detect a registration of said mobile  
station with the base station, wherein the computer includes  
5 means for initiating a user preferred schedule for transmitting  
advertisements to said mobile station subsequent to the registration  
detection, and  
means for controlling a transmission of an advertisement in  
accordance with the schedule.
- 10
16. The system of claim 15, wherein  
said mobile station includes means for transmitting a responsive  
command in response to a reception of the advertisement; and  
said computer further includes means for verifying a reception of  
15 the advertisement by said mobile station in response to a reception of said  
responsive command from said mobile station.
17. The system of claim 15, wherein  
said mobile station includes means for transmitting a responsive  
20 command in response to a reception of the advertisement; and  
said computer further includes means for rewarding a user of  
said mobile station in response to said responsive command from said mobile  
station.

18. The system of claim 15, wherein  
said mobile station includes means for transmitting a responsive  
command in response to a reception of the advertisement; and  
said computer further includes means for establishing a  
5 communication link between said mobile station and a telecommunication  
device associated with an advertiser represented in the advertisement in  
response to a reception of said responsive command.

19. The system of claim 18, wherein  
10 said computer further includes means for rewarding a user of  
said mobile station when an establishment of the communication link results  
in a purchase of a good or a service from the advertiser.

20. The system of claim 15, wherein  
15 said computer further includes means for providing a credit to  
an account of a user of said mobile station when transmitting the  
advertisement to said mobile station.

21. The system of claim 15, wherein  
20 said computer further includes means for determining a location  
of said mobile station; and  
said computer further includes means for matching a location of  
an advertiser represented in the advertisement with the location of said  
mobile station.

25

22. The system of claim 15, wherein  
said computer further includes means for determining a first  
service area of the base station and a second service area of any potential  
handoff base station; and

5               said computer further includes means for matching a location of  
an advertiser represented in the advertisement with the first service area or  
the second service area.

23. The system of claim 15, wherein  
10               said computer further includes means for retrieving a user  
profile corresponding to said mobile station; and  
                  said computer further includes means for matching a good or a  
service represented in the advertisement with the user profile.

24. The system of claim 15, wherein  
15               said computer further includes means for compiling a list of  
advertisements previously transmitted to said mobile station prior to  
transmitting the advertisement to said mobile station.

25. A system, comprising:  
20               a mobile station;  
                  a computer operable to control a transmission of an  
advertisement to said mobile station;  
                  wherein said mobile station includes means for transmitting a  
25   responsive command in response to a reception of the advertisement; and  
                  wherein said computer includes means for verifying a reception  
of the advertisement by said mobile station in response to a reception of said  
responsive command from the mobile station.

26. The system of claim 25, wherein  
said computer further includes means for rewarding a user of  
said mobile station in response to said responsive command from said mobile  
station.

5

27. The system of claim 25, wherein  
said computer further includes means for establishing a  
communication link between said mobile station and a telecommunication  
device associated with an advertiser represented in the advertisement in  
10 response to a reception of said responsive command.

28. The system of claim 27, wherein  
said computer further includes means for rewarding a user of  
said mobile station when an establishment of the communication link results  
15 in a purchase of a good or a service from the advertiser.

29. A computer program product in a computer readable medium  
for communicating an advertisement to a mobile station, said computer  
program product comprising:

20 computer readable code for detecting a registration of the  
mobile station with a base station;

computer readable code for initiating a user preferred schedule  
for transmitting advertisements to the mobile station subsequent to the  
registration detection; and

25 computer readable code for controlling a transmission of an  
advertisement in accordance with the schedule.

30. The computer program product of claim 29, further comprising:  
computer readable code for verifying a reception of the  
advertisement by the mobile station in response to a reception of a  
responsive command from the mobile station that indicates a reception of the  
5 advertisement by the mobile station.

31. The computer program product of claim 29, further comprising:  
computer readable code for rewarding a user of the mobile  
station in response to a responsive command from the mobile station that  
10 indicates a reception of the advertisement by the mobile station.

32. The computer program product of claim 29, further comprising:  
computer readable code for establishing a communication link  
between the mobile station and a telecommunication device associated with  
15 an advertiser represented in the advertisement in response to a reception of a  
contact command indicating a desire of a user of the mobile station for an  
establishment of the communication link.

33. The computer program product of claim 32, further comprising:  
20 computer readable code for rewarding a user of the mobile  
station when an establishment of the communication link results in a  
purchase of a good or a service from the advertiser.

34. The computer program product of claim 29, further comprising:  
25 computer readable code for providing a credit to an account of a  
user of the mobile station when transmitting the advertisement to the mobile  
station.



35. The computer program product of claim 29, further comprising:  
computer readable code for determining a location of said  
mobile station; and

5 computer readable code for matching a location of an advertiser  
represented in the advertisement with the location of said mobile station.

36. The computer program product of claim 29, further comprising:  
computer readable code for determining a first service area of  
the base station and a second service area of any potential handoff base  
10 station; and

computer readable code for matching a location of an advertiser  
represented in the advertisement with the first service area or the second  
service area.

37. The computer program product of claim 29, further comprising:  
computer readable code for retrieving a user profile  
corresponding to said mobile station; and

15 computer readable code for matching a good or a service  
represented in the advertisement with the user profile.

20

38. The computer program product of claim 29, further comprising:  
computer readable code for compiling a list of advertisements  
previously transmitted to said mobile station prior to transmitting the  
advertisement to said mobile station.

25

39. A computer program product in a computer readable medium for communicating an advertisement to a mobile station, said computer program product comprising:

5 computer readable code for transmitting an advertisement to the mobile station subsequent to a registration of the mobile station with a base station; and,

10 computer readable code for verifying a reception of the advertisement by the mobile station in response to a reception of a responsive command from the mobile station that indicates the reception of the advertisement by the mobile station.

40. The computer program product of claim 39, further comprising: computer readable code for rewarding a user of the mobile station in response to the responsive command.

15

41. The computer program product of claim 39, further comprising: computer readable code for establishing a communication link between the mobile station and a telecommunication device associated with an advertiser represented in the advertisement in response to the responsive command.

20

42. The computer program product of claim 39, further comprising: computer readable code for rewarding a user of the mobile station when an establishment of the communication link results in a purchase of a good or a service from the advertiser.

25